

NEW YORK, SUNDAY, JULY 30, 1911.—Copyright, 1911, by the Sun Printing and Publishing Association.

FROM \$1.10 TO TEN MILLIONS

MANY WOMEN HAVE LOST MONEY THROUGH E. G. LEWIS.

Millions subscribed toward the schemes of the Man Now Under Indictment at St. Louis—Activities Ranged From Magic Chalk to Banking Enterprises.

St. Louis, July 29.—Twenty-five years ago one of the students at Trinity College was Edward G. Lewis, son of a New England clergyman. He showed aptitude for the study of chemistry and of human nature, and he paid his way through college partly by the sale of tablets which he prepared and warranted to cure the tobacco habit. They appealed to women because they could be put into the coffee of husbands, sons and brothers without exciting suspicion. The same Edward G. Lewis is now under indictment here on charges of using the mails to defraud, and enterprises which drew subscriptions said to amount to nearly \$10,000,000, chiefly from women, are in the hands of a receiver.

The records of the civil and criminal proceedings against Lewis show that in the twenty-five years since he left college he has invented many schemes and won the confidence of many persons, and was willing to risk their savings in the hope of being made rich quickly. Senator Burton of Ohio in defending the action of the Post Office Department toward Lewis's enterprises said recently on the floor of the Senate:

"They are as numerous as the list that Bagoth gives of the absurd enterprises in which people were urged to invest about the year 1700, when the wheel of perpetual motion and a lot of other ridiculous things furnished the bases for the formation of stock companies."

While Lewis did not begin the most picturesque period of his career as a promoter until about 1885, he was not idle during the years immediately following his departure from college. He had made money with his tobacco cure and he sought to build up a fortune with a sarsaparilla blood medicine, but this failed and he left all he had made with the other cure. He was successively sales agent for a diamond broker and a demonstrator for Waterbury watches, and finally he drifted to Nashville, Tenn., where his inventive brain originated "Anti-Skeet" and "Bug Chalk."

It was here that Lewis awoke one morning in 1895 to find that his total assets were \$1.10. Then he had an idea. He went to a wholesale house and bought a gross of ordinary crayons for 35 cents, and a bottle of oil of wintergreen for 25 cents. He poured the wintergreen over the chalk and after capturing a live roach he went to the drug department of the store and announced a demonstration of his "wonderful bug chalk."

He made a chalk mark on the table and set the roach free. When the bug started to walk across the chalk mark and smelled the wintergreen it backed off and went the other way. He sold the mixture of crayon and wintergreen in the store for 75 cents and then made a house to house canvass with the chalk. He soon had a small bank roll.

Lewis then originated "Anti-Skeet" and "Anti-Fly." These preparations were tablets, which when burned made a cloud of smoke supposed to be deadly to mosquitoes and flies. His first corporation was formed to take over these preparations, but the Sheriff finally seized the assets, including a carload of "Anti-Skeet" and one of Lewis's partners committed suicide. The Sheriff was induced to release the carload of mosquito tablets, and Lewis moved on to St. Louis and began his career in this city.

There followed in rapid succession "Dr. Hott's Cold Crackers," warranted to "crack a cold in half an hour"; "Walk Easy Foot Powder," which made Lewis the first summer but went out of business in the winter; "Anti-Cavity," a toothache medicine; "The Progressive Watch Company," an endless chain scheme by which one could get a watch by paying a dollar down and including a number of other persons to do the same; a mail order publishing concern through which Lewis first entered the publishing business with a small capital to exploit cheap jewelry; an insurance company to sell watches and jewelry for one-third down and the rest monthly, the cost of the article being really covered by the cash payment; an addressing machine company which sold stock but no machines; a coin controller which sold devices for use on telephones and which proved to be an infringement of a patent; a collection agency to assist mail order houses to collect accounts, mainly from children who answered advertisements in weekly papers and magazines; and a guessing contest on the attendance at the St. Louis exposition.

Then Lewis turned his back on the smaller creations of his mind and went in for greater things. He organized the Development and Investment Company, a holding company for later schemes, the stock of which was guaranteed to pay 1 per cent. dividends a month, and in 1901 he bought the Woman's Farm Journal and the Woman's National Weekly with the purpose of drawing subscriptions to his stock selling scheme from women readers. He paid for both publications chiefly with stock in his investment company.

His first big enterprise came in 1904 with the organization of the People's United States Bank, which was to transact all of its business through the mails. Its office was at University City, a suburb of St. Louis, where Lewis had established the University Heights Realty and Development Company and the Lewis Publishing Company. The bank was chartered under the laws of Missouri in November, 1904, with \$1,000,000 capital stock, half paid up. Lewis subscribed to 9,915 out of 10,000 shares and said he bought the stock with his own money. The following March the capital was increased to \$2,000,000, with \$2,000,000 paid up. It developed later that this \$2,000,000 had been entirely subscribed by 40,000 persons throughout the country, mostly women, who were reached through the Woman's Magazine and Farm Journal.

A complaint was made to the Post Office Department that Lewis was using the bank and its fraud in connection with the bank, and in June, 1905, a fraud order was issued against the bank. The Department was moved to act because of Lewis's statements concerning the bank in his periodicals, one of which said:

"I believe my trial will draw 25,000 more women to the convention," he says.

THE CHEAPER CUTS OF MEAT.

If Properly Cooked They Are Not to Be Despised.

Butchers should endeavor to correct the impression of customers that only the high priced meats are valuable as food. On the contrary, says the National Provisioner, the cheaper cuts are often more highly flavored and fully as nutritious.

The chuck is one of the cheapest portions of the beef, but when cooked slowly in a small amount of water either with or without vegetables for seasoning is a most excellent dish.

In stewing meat if too high a temperature is used it will toughen the fibre. Another mistake is to overcook the meat until it falls to shreds. The skirt steak sells for two or three cents a pound less than the others, but if properly cooked is just as good. Lay the steak on a meat board and score it well with a chopping knife.

Then dredge with flour and put it into a smoking hot frying pan that has been greased enough to keep the meat from sticking to it. When well seared over on both sides pour over it a little boiling water and allow it to simmer slowly for two hours. Season to suit the taste. A bit of carrot or onion or bay leaf and a little vinegar to soften the fibre will add to the flavor of the meat.

All light meats are best stewed and browned just before serving. Mutton or beef is best browned first and then stewed. Cheaper cuts are best cooked in the fireless cooker. When roasting meat it should be quickly seared over to retain the juices and then cooked slowly until done. Usually fifteen minutes to the pound is required.

HOUSE OF JEAN BASIN.

Translation of the inscription: "Here, on April 23, 1907, in the reign of René II, the 'Cosmographie Introductio' wherein the continent received the name of America, was printed and published by the members of the Vosgien Gymnasium, Gauchier Lud, Nicolas Lud, Jean Basin, Nicolas Ringman and Martin Waldseemüller."

HOUSE WHERE AMERICA WAS CHRISTENED AND ON WHICH THE MEMORIAL TABLET HAS BEEN PLACED.

"America's Baptismal Certificate"

Here is a reproduction of the page of the ancient "Cosmographie Introductio," printed and published on April 23, 1907, at Saint Dié in the domains of René II, of Lorraine, in which America received its name. In the same town of Lorraine for three days of last month the anniversary of this naming of America was celebrated by Frenchmen and Americans and the praises of the old geographers who selected the name for the New World were rehearsed.

The members of the Vosgien Gymnasium, as fragments of his contemporaries writings attest.

It has been pretty well established by the members of the Société Philomathique de France, which had in charge the celebration recently held in Saint Dié, that Jean Basin was the man who wrote that portion of the "Introductio" which includes the passage naming the lands discovered in the New World. Jean Basin's house on the Rue des Joinvilles in Saint Dié still stands. Also the house in which the book was printed has survived the weathering of 400 years and during the recent celebrations it was marked with an appropriate tablet.

COSMOGRAPHIAE

Capadocia/Pamphiliam/Lidiam/Ciliciā/Armeniam maiore & minore/Colchidem/Hircaniam/Hiberniam/Albaniam et præterea multas quas singulatim enume—are longa mora esset. Ita dicta ab eius nominis regina.

Nunc vero & hę partes sunt latius illustratę & alia quarta pars per Americę Vesputiũ (ut in sequenti bus audietur) inventa est quoniam nunc videtur quod iure veteri ab Americo inventore sagacis ingenij viro Americę quali Americę terrę / sive Americam dicendū & Europa & Asia a mulieribus sua sortita sunt nomina. Eius sitũ & gentis mores ex his binis Americę nauigationibus quę sequuntur liquet intelligi datur.

Hunc in modũ terra iam quadripartita cognoscitur sunt tres primę partes continentis/quarta est insularũ omni quęq; mari circũdata conspiciat. Et licet mare vnu sit quędammodũ et ipsa tellus/multis tamen finibus distinctum / & innumeris repletum insulis variis libi noia assumit quę et in Cosmographiæ tabulis conspiciuntur & Pręfatus in tralatione Dionisi talibus enumerat versibus.

Circuit Oceani gurges tamen vndiq; vastus Qui quibus vnus sit plurima nomina sumit. Finibus Hesperij Atlanticus ille vocatur At Boreę quę gens fuit Armispa sub armis Dicit ille piger necnō Satur idē Mortuus est alijs.

"AMERICA'S CERTIFICATE OF BAPTISM."

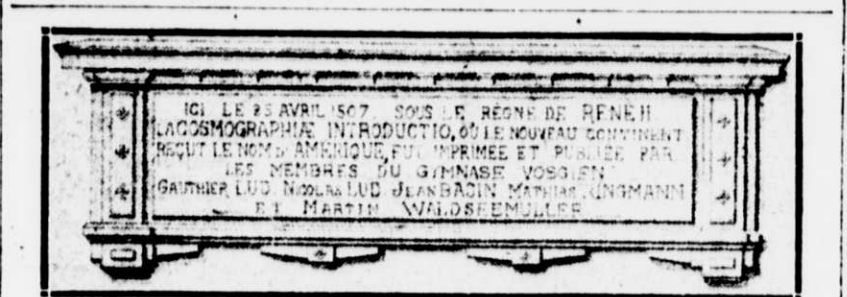
The page of "Cosmographie Introductio" containing the passage in which the name of America first appears.

Man who gave their efforts to the joint authorship of the "Cosmographie Introductio" endowed two continents with a name in these words:

"But now parts [of the world] have been more extensively explored and another fourth part has been discovered by Americus Vespucius (as I will appear from what follows; therefore I do not see what is rightly to hinder us from calling it Americę or America, i. e., the land of Americus."

Even though the New World received its name through an error in fact and Americus Vespucius got the credit for the work Columbus had done seventeen years before the publication of the academicians' book, to these obscure schoolmen of the little town of Saint Dié is the credit due for the naming of the new hemisphere.

The "Cosmographie Introductio" was part of a great work designed by Martin Waldseemüller and his companions of the Vosgien Gymnasium. It was to be a revision of the work of Ptolemy, amended so as to include the results of recent discovery, associated with Waldseemüller were Matthias Ringman, Vautrin and Nicolas Lud and Jean Basin. The last was vicar of the cathedral of Notre Dame in Saint Dié, a man of great scholarship.



THE MEMORIAL TABLET.

Translation of the inscription: "Here, on April 23, 1907, in the reign of René II, the 'Cosmographie Introductio' wherein the continent received the name of America, was printed and published by the members of the Vosgien Gymnasium, Gauchier Lud, Nicolas Lud, Jean Basin, Nicolas Ringman and Martin Waldseemüller."



HOUSE WHERE AMERICA WAS CHRISTENED AND ON WHICH THE MEMORIAL TABLET HAS BEEN PLACED.

FREDERICK LOESER & CO

BROOKLYN ADVERTISEMENTS.

FREDERICK LOESER & CO

Frederick Loeser & Co.
In every detail the Leading Retail Establishment of Brooklyn.

Store Closes
at 5 P. M.
Saturdays at Noon

Over a Thousand Dresses at 98c

Heading a Wonderful Sale of Women's Wear

EVEN FOLLOWING THE GREAT SALES of past weeks in the Loeser Store this event will seem extraordinary. A complete and dainty one-piece summer frock for less than a dollar! Surely that is amazing. And when more than a thousand of such values are offered it is enough to stir enthusiasm wherever there are women who need summer dresses.

These are of dainty tissues and gingham, the whole surplus of one of the chief makers of women's summer wear. We have sold identical styles for the full price earlier in the season. Round or square necks with dainty trimmings; some of lace.

Dresses at \$2.98 : : Values to \$10.

Four hundred one-piece frocks gathered together from previous sales and now reprinted for a swift disposal. There are lines, batiste and muslin in a wide variety of styles and colorings. Trimmed with lace and embroidery for the most part. Gathered and gored skirts and some with overskirt effects.

Mohair Skirts at \$1.98.
Made of very lustrous mohair with box plait panel front and back. Black and navy.

English rep skirt with the newest loose daital panel front and back; also a panel back style with buttons down the front—pearl buttons with steel centers.

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